

What is claimed is:

1. A method of attracting customers in a bulletin board supplied from a server connected to a plurality of clients, comprising the step of:

giving a client a predetermined benefit
5 depending on the level of a reaction from another client with respect to an article which has been contributed to the bulletin board by said client.

2. A method of attracting customers in a bulletin board, comprising the steps of:

storing an article contributed to a bulletin board supplied to a client in a server from a
5 plurality of clients;

supplying the article stored in the server to another client; and

giving the client which has contributed the article a predetermined benefit depending on the
10 level of a reaction from said other client with respect to said article.

3. A method according to claim 1, wherein said reaction from the other client serves as a criterion to give the client said benefit

comprises an evaluation made by said other client
5 with respect to said article.

4. A method according to claim 2, wherein
said reaction from the other client serves as a
criterion to give the client said benefit
comprises an evaluation made by said other client
5 with respect to said article.

5. A method according to claim 3, wherein
said criterion to give the client said benefit
comprises a quantitative value depending on the
number of answers from clients which have
5 evaluated the article.

6. A method according to claim 4, wherein
said criterion to give the client said benefit
comprises a quantitative value depending on the
number of answers from clients which have
5 evaluated the article.

7. A method according to claim 3, wherein
said evaluation made by said other client with
respect to said article comprises a multivalued
quantitative value.

8. A method according to claim 4, wherein said evaluation made by said other client with respect to said article comprises a multivalued quantitative value.

9. A method according to claim 3, further comprising the step of:

giving said other client which has evaluated the article contributed to the bulletin board,
5 said benefit depending on the number of times that said evaluation has been entered.

10. A method according to claim 4, further comprising the step of:

giving said other client which has evaluated the article contributed to the bulletin board,
5 said benefit depending on the number of times that said evaluation has been entered.

11. A method according to claim 9, further comprising the step of:

giving said benefit to clients, among said plurality of clients, which have entered said
5 evaluation a number of times which is equal to or greater than a predetermined number.

12. A method according to claim 10, further comprising the step of:

giving said benefit to clients, among said plurality of clients, which have entered said
5 evaluation a number of times which is equal to or greater than a predetermined number.

13. A method according to claim 5, further comprising the steps of:

totaling said quantatitive value over a predetermined period; and
5 giving said client said benefit depending on the totaled quantatitive value.

14. A method according to claim 6, further comprising the steps of:

totaling said quantatitive value over a predetermined period; and
5 giving said client said benefit depending on the totaled quantatitive value.

15. A method according to claim 5, further comprising the steps of:

evaluating the article by voting for or against the article; and

5 giving said client said benefit depending on the number of votes for the articles from the clients.

16. A method according to claim 6, further comprising the steps of:

evaluating the article by voting for or against the article; and

5 giving said client said benefit depending on the number of votes for the articles from the clients.

17. A method according to claim 1, wherein said benefit comprises points that can be added.

18. A method according to claim 2, wherein said benefit comprises points that can be added.

19. A method according to claim 1, further comprising the step of:

placing information other than the article contributed by the client on the bulletin board.

20. A method according to claim 2, further comprising the step of:

displaying an evaluation of an article which
5 has been contributed to the bulletin board by a
client, by another client.

26. A method of attracting customers in a
bulletin board, comprising the steps of:

storing an article contributed to a bulletin
board supplied to a client in a server from a
5 plurality of clients;

supplying the article stored in the server to
another client; and

displaying an evaluation of said article by
another client.

27. A method according to claim 25, further
comprising the step of:

displaying the number of points assigned to
said client depending on the evaluation by the
5 other client of the article which has been
contributed to the bulletin board by said client.

28. A method according to claim 26, further
comprising the step of:

displaying the number of points assigned to
said client depending on the evaluation by the

5 other client of the article which has been
contributed to the bulletin board by said client.

29. A system using a bulletin board,
comprising:

a plurality of clients;

an information transmitting server connected
5 to said clients via the Internet, for supplying a
bulletin board to said clients and giving a client
a predetermined benefit depending on the level of
a reaction from another client with respect to an
article which has been contributed to the bulletin
10 board by said client; and

a customer information managing server for
managing information of the clients including said
benefit.

30. A system according to claim 29, wherein
said reaction from the other client serves as a
criterion to give the client said benefit
comprises an evaluation made by said other client
5 with respect to said article.

31. A system according to claim 29, wherein
said criterion to give the client said benefit
comprises a quantitative value depending on the

number of answers from clients which have
5 evaluated the article.

32. A system according to claim 30, wherein
said evaluation made by said other client with
respect to said article comprises a multivalued
quantitative value.

33. A system according to claim 30, wherein
said information transmitting server comprises
means for giving said other client which has
evaluated the article, said benefit depending on
5 the number of times that said evaluation has been
entered.

34. A system according to claim 33, wherein
said information transmitting server comprises
means for giving said benefit to clients, among
said plurality of clients, which have entered said
5 evaluation a number of times which is equal to or
greater than a predetermined number.

35. A system according to claim 31, wherein
said information transmitting server comprises
means for totaling said quantitative value over a
predetermined period, and giving said client said

5 benefit depending on the totaled quantatitive value.

36. A system according to claim 30, wherein said information transmitting server comprises means for rejecting an evaluation of said article from the client which has contributed the article.

37. A system according to claim 36, wherein said information transmitting server comprises means for rejecting an evaluation of the same article from the same client.

38. A system according to claim 32, wherein said other client comprises means for evaluating the article by voting for or against the article, and said information transmitting server comprises
5 means for giving said client said benefit depending on the number of votes for the articles from the clients.

39. A system according to claim 29, wherein said information transmitting server comprises means for giving said client points that can be added as said benefit.

40. A system according to claim 29, wherein
said information transmitting server comprises
means for placing information other than the
article contributed by the client on the bulletin
5 board.

41. A system according to claim 29, wherein
said information transmitting server comprises
means for providing a plurality of bulletin boards
for respective predetermined categories.

42. A system according to claim 29, wherein
said information transmitting server comprises
means for supplying a page with the bulletin board
displayed therein in combination with a page for
5 purchasing merchandise.

43. A system using a bulletin board,
comprising:

a plurality of clients; and

an information transmitting server connected
5 to said clients via the Internet, for supplying a
bulletin board to said clients and displaying an
evaluation of an article contributed by a client
to said bulletin board by another client, on said
client.

44. A system according to claim 43, wherein
said information transmitting server comprises
means for displaying, on said client, the number
of points assigned to said client depending on the
5 evaluation by the other client of the article
which has been contributed to the bulletin board
by said client.

45. A server connected to a plurality of
clients via the Internet, for supplying a bulletin
board to said clients and giving a client a
predetermined benefit depending on the level of a
5 reaction from another client with respect to an
article which has been contributed to the bulletin
board by said client.